



**stp&a**  
**SEOUL 2022**

**Arts and Cultural Governance in Transition**

**PROGRAMME BOOK**

Seoul, South Korea  
December 14-17, 2022



The STP&A Conference is the oldest and one of the most influential academic gatherings in the field of arts management and cultural policy. STP&A participants are drawn from a broad range of disciplines including political science, sociology, economics, law, arts management, arts education, art history, museum studies, cultural studies, education, and policy studies as well as arts managers and artists.

### Arts and Cultural Governance in Transition

The 21st century has seen profound economic, political, and social transitions that have posed new and daunting challenges for arts and cultural governance. At the 2022 STP&A Conference, we hope to hear from some of the foremost thinkers and practitioners in our field on their visions for a stronger, more vibrant arts and cultural sector worldwide.

Cities worldwide are confronting the limitations of conventional industrial-oriented policies and seeking solutions that foster dynamic frameworks for partnerships. Arts organizations have a significant role to play in representing communities as they face the challenges of this post-industrial, technology-driven era that has now been exacerbated by the Covid-19 pandemic.

## GREETINGS FROM STP&A PRESIDENT

Dear Conference Participants ,

Welcome to Social Theory, Politics, and the Arts!

This year's annual conference is special and noteworthy in two significant ways. First, it is the first time we have been able to come together again as a community since 2019. Second, it is also the first time that STP&A has been held in Asia.

When the Board of Directors selected Hongik University as the 2022 host, we did so with the hope and desire to expand our global network. With presenters and participants from all over the world — Australia, Canada, China, Finland, France, Israel, Italy, South Korea, Portugal, Puerto Rico, Romania, the United Kingdom, and the United States - and one-third of our participants from our host county, we believe we have accomplished that goal.

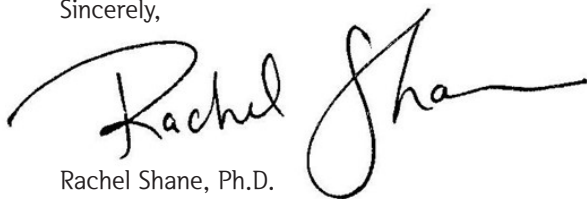
Over the next three days, we will be exploring our conference theme, Arts and Cultural Governance in Transition. The 21st century has seen profound economic, political, and social transitions that have posed new and daunting challenges for arts and cultural governance. We are looking forward to hearing from some of our field's foremost thinkers and practitioners on their visions for a stronger, more vibrant arts and cultural sector worldwide.

You are here for a number of reasons - not the least of which is because you care passionately about the role of arts within communities. This conference will enable all of us to share ideas, learn about recent research findings, and celebrate the importance of the arts in transforming political, social, institutional, and educational landscapes. It is our desire to have a conference that is both enjoyable and informative, so get ready to meet and interact with colleagues and friends from around the world!

Of course, none of this would be possible without the help of many dedicated professionals and volunteers, as well as the generosity of our sponsors. Please take a moment to familiarize yourself with the names of all those that made the 2022 conference possible - our incredible and tireless host, Dr. WoongJo Chang, along with Conference Committee Members, Conference Sponsors, STPA Board of Directors, and conference volunteers. When you see these VIPs, please gratefully acknowledge and thank them for their leadership and involvement in making our first post-pandemic conference possible.

And, thank YOU for joining us in Seoul, for this once-in-a-lifetime experience.

Sincerely,

A handwritten signature in black ink that reads "Rachel Shane". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Rachel Shane, Ph.D.  
STPA Board President



## WELCOME TO 2022 STP&A FROM LOCAL ORGANIZING COMMITTEE CHAIR



I'd like to welcome you to the 2022 Social Theory, Politics, and the Arts conference. We, at STP&A, have not been able to meet in person for the last two years so this is an auspicious moment for the ability of our academic society to contribute to the recovery and regeneration of the arts sector. While the post-Covid path to recovery is certainly salient for every country, I would argue that the Korean

experience offers a particularly instructive case in our push to build a brighter future.

In the 21st century Korea has seen profound economic, political, and cultural transformations that have posed new and daunting challenges for arts and cultural governance. This is the stage that was set in 2020 when the unprecedented Covid-19 pandemic arrived to inflict deep damage on Korea's cultural life, as it did throughout the world. Challenges for the arts and cultural sector have been particularly daunting, yet in the case of Korea, with its history of compressed development, a unique window has been opened instrumental in overcoming the trials and seizing the opportunities as we move forward to shape the arts in the post-pandemic world for a new and better normal.

It is our great privilege, as hosts of the 2022 STP&A Conference, to hear from and engage with some of the foremost thinkers and practitioners in arts management and cultural policy. The research, analysis, and vision you bring to the table comprise a powerful collective voice as we strive to overcome the Covid-19 pandemic and rebuild a stronger, more vibrant arts and cultural sector worldwide.

On behalf of Hongik University, the Department of Arts and Cultural Management and our partners and sponsors, I welcome you to our campus and hope that you have an enriching and enjoyable time while you are in Seoul.

Best Wishes,

A stylized, handwritten signature in black ink that reads "Chang". The signature is fluid and cursive, with the first letter being a large, prominent 'C'.

WoongJo Chang, Ph.D.

Associate Professor

Department of Arts and Cultural Management

Hongik University

## WELCOME TO HONGIK UNIVERSITY

As President of Hongik University, I would like to express my pride and gratitude to be hosting STP&A's 45th annual conference. Due to the worldwide COVID-19 pandemic the artworld here, as everywhere, has been seriously compromised. Various arts and cultural events and related academic conferences in Korea as well as around the world have been cancelled or converted to online. Now,



however, having passed through the long tunnel of the pandemic, the realm of culture and the arts is facing a new phase of both challenges and unprecedented opportunities.

To meet the challenges and embrace the opportunities, the theme of this year's STP&A, "Arts and Cultural Governance in Transition," reflects the current issues that the post-Covid artworld faces and reaffirms the values and visions for the arts and culture of the future. This conference will make a significant contribution by adding academic depth to the ecology of the arts in Korea, as well as around the world.

We hope that this conference will be a dynamic confluence of visions, resources, and knowledge necessary to an art world facing an unprecedented period of transformation. Presenters and attendees, please gather and share your precious wisdom here at STP&A in Seoul.

Thank you and welcome to Hongik University and Seoul.

Sincerely,

A handwritten signature in black ink, appearing to read 'Seo Jong-wook' in a cursive style.

Jong-wook Seo, Ph.D.

President

Hongik University



# **HONGIK UNIVERSITY**

Department of Arts and Cultural Management

The Arts and Cultural Management program was established at Hongik University in 2010 to cultivate future leaders with expertise, creativity and leadership in the interdisciplinary field of art and culture management. This program offers courses in many fields of art and cultural management such as cultural industry and management of cultural organizations.

The department consists of about 40 faculty members. It also maintains on-going partnership with the School of Arts, IDAS, and other departments of Hongik University to offer the best curriculum to students.

Since its commencement, the department has recruited the nation's best students from various backgrounds. Past Graduates are currently working for various institutes such as public and private museums, government organizations, or renowned commercial organizations. Many graduates also choose to further their academic study at the Ph.D. level.

## OPENING RECEPTION

### Plenary Speech I.

**Iain Robertson, Ph.D.**

December 15, 2022 / Seoul Living Culture Center Seogyo

### *The Governance of International Art Market*

The market for art in east Asia has changed dramatically over the last 25 years. It is now comparable in size to the United States and Europe. China alone has evolved into the world's second largest national art market, while Korea's policy of public and private partnership has led to one of the world's most vibrant and cosmopolitan arts sectors. Traditional Korean aesthetics of simplicity, naturalness, and spirituality have grown into a burgeoning and diverse neo-liberal new media space in the financial and social realms. These are the important drivers of a market for contemporary art which I will examine through the lens of cultural governance as it has developed in Korea.

**Dr Iain Robertson** is a professor in the Arts and Cultural Management Department at Hongik University, Seoul. Before coming to Hongik University in 2022, he served as Head of Art Business Studies at Sotheby's Institute of Art since 2004. He consults for commercial organizations in Asia, the Caucasus, the Middle East, and Europe. He collaborated with Sotheby's auction house and is involved in the education of its clients around the world. He was an advisor to the Union Bank of Switzerland's (UBS) corporate art collection. He was art market editor of Art Market Report and was co-series editor of the Handbooks in Art Business (SIA and Lund Humphries). His books include: Understanding International Art Markets and Management (2005); The Art



Business (2008); A New Art from Emerging Markets (2011); Understanding Art Markets, Inside the World of Art and Business (2016); Art Business Today: 20 Key Topics (2016); New Art New Markets (2018) and A Pathway Through Modern & Contemporary Armenian Art (2022). His new book, The Routledge Companion to Global Art Markets, is scheduled to be published at the end of 2023.

## OPENING RECEPTION SPECIAL PERFORMANCE I

December 15, 2022 / Seoul Living Culture Center Seogyo

### *Noh Ol Ryang*

Noh Ol Ryang was formed in 2018 with Soyeon Min who has various musical experiences and abilities based on Korean traditional music. Together with various artistic experiences and dreams of band members, they have created music and performed to share artistic experiments and their value together. Starting from [Island Arirang Project] Noh Ol Ryang released albums like [A Holiday Song], [Precious Gift], and [Arirang for Generation] and these albums present various stories of the world in their own way of artistic style and Noh Ol Ryang hopes to continuously present contents that sympathize with the times along with an in-depth artistic approach.

Band Members:

Soyeon Min(Music director / Composition / Lyric Making / Daegeum)

Yoomin Park(Vocal / Pansori)

Minkyu Kang(Composition / Piano)

MyungJin Ko(Composition / Korean Percussion)

Yongwon Kim(Composition / Base)



## SPECIAL SESSION

December 15, 2022 / Seoul Living Culture Center Seogyo

### *Leave out prejudice, and let music flow in your heart (Great Dream, Great Challenge, Great Harmony)*

SK innovation supports self-reliance and growth of individuals with developmental disabilities, and we dream of genuine social integration between people with disabilities and those without disabilities. By hosting the Great Music Festival every year, SK innovation is bringing opportunities and stages for them to realize their infinite dreams and to radiate their passion and challenges. Music can be an important medium that brings dreams, challenges, and harmony to people with developmental disabilities. The Great Music Festival has produced 161 performance teams and 1,785 artists since its beginning in 2017. Please give your empathy and encouragement to support the dreams and passion of people with developmental disabilities. We can build a more beautiful society and optimistic future together.

## SPECIAL PERFORMANCE II

December 15, 2022 / Seoul Living Culture Center Seogyo

### *Vivace Ensemble*

Vivace Ensemble (violinist Yun-jeong Choi and violist Jong-won Ryu)

Vivace Ensemble won the Grand Prize at Great Music Festival 2021, This team is composed of students of the same age at Baekseok Arts University. They are violinist Yun-jeong Choi and violist Jong-won Ryu, and the amazing performances they feature to the audience on stage share the message of harmony that disabilities and difficulties can be overcome through music. In addition, they have performed at various contests and won the Minister Prize from the Ministry of Health and Welfare at the National Disabled Arts Festival, Gold at the Disabled Student Music Competition, and more.



Vivace Ensemble



Great Music Festival

## Plenary Speech II. Benjamin Joinau, Ph.D.

December 16, 2022 / Garam Hall, Hongik University

### *Cultural Governance between Tradition and Innovation in Korea*

The widespread use of the word “governance” has been criticized as a symptom of the erosion of the democratic ideal and of the managerial approach of “government.” But in Korea, where the word is used in its transliterated English form, it evokes the participation of the State in the private sector. What is the specificity of Korean public governance in the field of culture? The increasing disjunction between the official goals of Hallyu’s soft-power and the varied, glocalized forms of the reception of Korean cultural products invites us to reconsider the complex systemic dynamics of governance. In this keynote speech, I will reconsider the hackneyed concept of governance using a Foucauldian approach to resituate its genealogy into the frame of modern governmentalities in a France-Korea-USA comparative perspective.

**Benjamin Joinau** is a Cultural Anthropologist who specializes in Korean Studies. He is an associate researcher of the Center for Korean Studies (CRC) at EHESS, Paris, and Assistant Professor at Hongik University, Seoul. He has been living and working in South Korea since 1994. His Ph.D. thesis analyzed the regimes of otherness in Korean cinema. Through the hermeneutics of cinema and now of urban materials, he is exploring representations and practices in the Korean public sphere (regimes of visibility/invisibility in cityscapes, urban agriculture micro-practices, and semiology of spatial forms, etc.). He has published several articles and books in French, English, and Korean. He is also the director of the publishing company Atelier des Cahiers ([www.atelierdescahiers.com](http://www.atelierdescahiers.com)) and the winner of the 2014 France-Korea Cultural Prize.



## PLENARY PANEL DISCUSSION

December 16, 2022 / Garam Hall, Hongik University

### *Arts and Cultural Governance for Arts Ecology Sustainability*

Prior to the pandemic, in the wake of an all too recent war-ridden history and the challenging transition from authoritarian governments to democracy, many sectors of Korean society have undergone compressed cycles of growth, reconfiguration, and multiple permutations of development. The nation's cultural life and policy structure has not been immune to these disruptions. The result has been that, on the one hand, Korea's intense economic growth combined with policy transfer, has led to dynamic and socially invigorating changes in cultural policy. On the other hand, this growth has engendered "growing pains" that are reflected in a certain disarray and tension in the design and implementation of Korean cultural policy. Thus, in Korea, cultural governance has many different faces. In this plenary panel session on arts and cultural governance in Korea, some of our country's foremost scholars of arts management and cultural policy will address the multifaceted challenges and innovative solutions of Korea's initiatives to create a vibrant and sustainable arts ecology.

### Moderator



#### **Shin-Eui Park, Ph.D.**

Professor & Chair, Department of Arts and Cultural Management, Kyung Hee University

Dr. Shin-Eui Park is Professor of Dept. Arts & Cultural Management and Director of Center for Arts and Cultural Management at Kyung Hee University. Dr. Park is the founding chair of Korean Society of Arts and Cultural Management (2008-2014). She has written books and articles on diverse topics in arts management and cultural policy such as research on the social impact of the arts, inclusive arts education, art entrepreneurship, and international cultural exchange.

## Panelists



**Sang-Chul Jung, Ph.D.** Professor, Department of Cultural Property Management, Korea National University of Cultural Heritage / President, International Association for Global Culture

Sang-chul Jung received his Ph.D. in Economics from Claremont Graduate University in 2009. Before working at the current university, He had researched the cultural industry policy for 10 years at KCTI (Korea Culture & Tourism Institute). He was editor for Region and Culture between 2018 and 2019. His research interests span both heritage economics and regional development.



**Seungwan Ryu, Ph.D.** Professor, Department of Arts and Cultural Management, Chung-Ang University/ President, Korean Society of Arts and Cultural Management

Seungwan Ryu received the B.S. and M.S. degrees from Korea University, Seoul, Korea, in 1988 and 1991, respectively, and a Ph.D. from the State University of New York at Buffalo (SUNY), Buffalo, NY, USA, in February 2003. He joined the School of Business Administration, Chung-Ang University, Seoul, Korea, in 2003 where he is a full professor. His research interests include arts and culture management, service design and operations, digital contents creation, cultural technology and information services.



**U-Seok Seo, Ph.D.** Professor, Department of Urban Sociology, University of Seoul / President, Korea Association of Cultural Economics

U-Seok Seo served as Chair of the Department of Culture, Arts and Tourism at the Graduate School of Urban Sciences from 2008 to 2016. His recent publications include papers in the City, Culture and Society and the Journal of Arts Management and Policy as well as book chapters in Post-Politics and Civil Society in Asian Cities and A Research Agenda for Creative Tourism. He edited two academic monographs focused on Seoul, Humanities Research on Seoul and Seoul Sociology. He also served as a president of the Committee for Culture City Seoul of the metropolitan government.



**Ji-yeon Yang, Ph.D.** Professor, Curatorial Studies, Dongduk Women's University / President, Korean Association of Arts Management

Jiyeon Yang received her PhD in Arts Administration, along with a Certificate in Museums Studies, from the Florida State University. Yang is a steering committee member of the Seoul Museum of Art, the Gyeonggi Museum of Art, and of the National Hangeul Museum. She was recently appointed as a ESG committee member of the Gyeonggi Cultural Foundation.

# STP&A CULTURAL TOUR

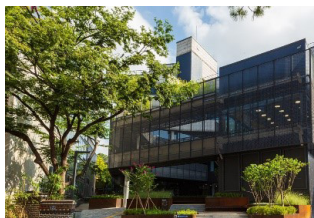
## Tour Overview

- December 14, 2022
- Tour of arts and cultural places that showcase diverse governance forms in Korea
- Schedule:

Time	Place	Contents
09:40-10:10	L7 Hotel	Gathering Point
10:10-11:00	Seoul Artist Governance Platform	Artist governance space
11:00-11:10	SFAC theater QUAD	
11:10-12:00	Daehagno	Lunch
12:00-13:30	Seoul Artists' Platform_New&Young(SAPY)	Young artists governance space
13:30-14:30	Donuimun Museum Village	Public-private partnership
14:30-16:00	L7 Hotel	

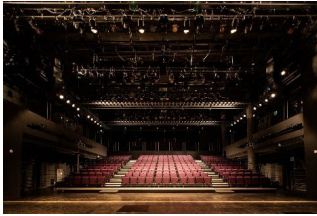
## Tour Venues

### Seoul Artists' Governance Platform



The Seoul Artists' Governance Platform is a joint art sharing platform scheduled to open in June 2021. The new Seoul Artists' Governance Platform (expected to open inside the remodeled (former) Dongsung Art Center on Daehak-ro) will serve as a testing ground for various art programs that are governed by stakeholders in the art world. With the bulk of its focus on governance-related issues, the Platform will look to become a channel for open communication in the art world, while continuing experimental art activities, and building a safety net within the art world. Furthermore, the Platform is expected to function as an information outlet that provides information and education required by artists.

## SFAC theater QUAD



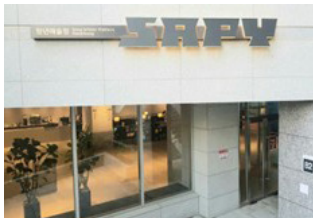
The Quad, a public theater operated by the Seoul Foundation for Arts and Culture, opened in Daehagno on Wednesday, with a goal to revive the local arts scene hit by the prolonged COVID-19 pandemic and gentrification of the theater district. The Quad is a transformative black box theater that can accommodate as many as 258 seats and offer several types of stage settings

## Daehagno



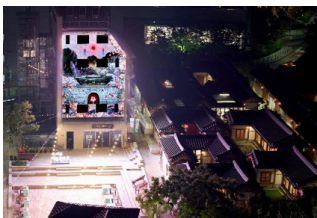
Daehagno, a neighborhood in Jongno-gu, has been known as a mecca for musicians, actors and other performers for more than 30 years. The area has about 135 small theaters and is home to several art colleges as well as various art supporting centers that suffered a blow when commercialization of the area pushed up real estate prices and rent, forcing out artists and theaters.

## Seoul Artists' Platform\_New&Young(SAPY)



The Seoul Artists' Platform\_New & Young is a space where artists can engage in new experiments and challenges centered on the artists themselves in order to encourage sustainable creative activities led by young artists. Clashes between boundaries such as genre, age, and career create new anomalies and changes. And failures, trials, and errors that occur in creative processes act as another driving force as they foster respect between people. Overall, the Young Artists' Hall aims to become a safe platform for producing new artistic practices and experiments.

## Donuimun Museum Village



The Donuimun Museum Village is an outdoor village that consists of hanok (traditional Korean homes) and buildings that showcase compressed development of Seoul. You can see the architectural styles of the 1900s up to the 1980s at this special outdoor museum. Architecture from Korea's modern history era and Joseon Dynasty exist side by side in this newly developed cultural space. The Donuimun Museum Village was redeveloped by the Seoul city government, but is currently operated by a private cultural enterprise, which is another usual example of public-private partnership in Korea.

## VENUES

### Hongik University (Hong-Mun Hall) / Main Conference Venue



5F	R526	R527	R528	R529	R530	R533	R534	R535
	Concurrent Session				Secretariat			
B4F	Garam Hall							
	Welcome Reception, Plenary Session, Plenary Panel Discussion							

### Seoul Community Cultural Center Seogyo / Opening Reception on Dec 15



#### Program:

STP&A Board Meeting, Opening Reception (Plenary session, Special Session, Special Performance)

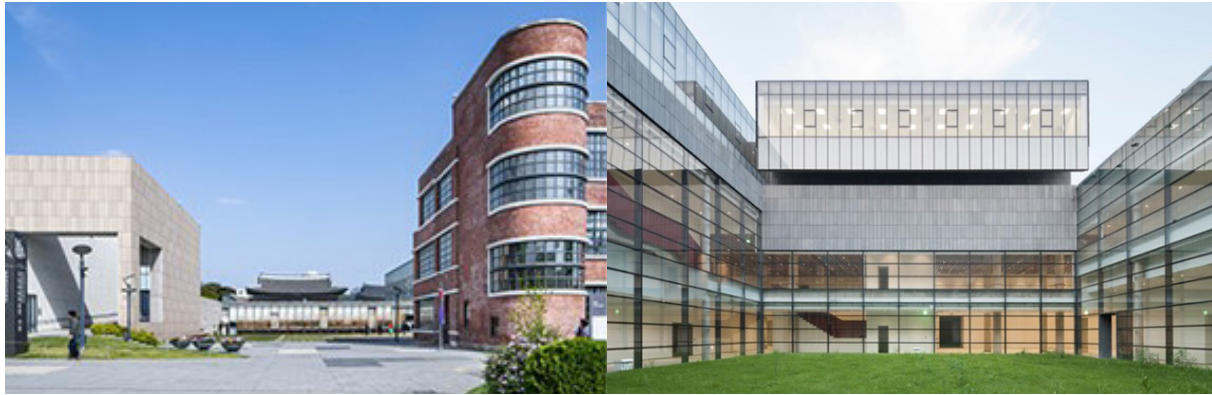
Seoul Community Cultural Center Seogyo is a creative culture platform in front of Hongdae (Hongik University) for citizens who enjoy and create culture independently in their daily lives.

The center provides space rental services, living culture programs, and information and content related to living culture in connection with online channels. In addition, based on the regional (Hongdae) advantages, the center would like to become a space where citizens, the youth and artists can work together.

Seoul Community Cultural Center Seogyo consists of two spaces, a living culture space and Seogyo Square, which is a performance hall and those spaces are always open to citizens. The center also provides various programs (e.g., Seogyo Living Culture Festa) for citizens and young artists.

Seoul Community Cultural Center aims to become a space where people and stories are mingled.

## National Museum of Modern and Contemporary Art, Korea (MMCA)/ Conference Dinner on Dec 17



### Program: Conference Gala Dinner

Since its foundation in 1969, the National Museum of Modern and Contemporary Art, Korea, also known as MMCA, has shared its history with that of Korea's modern and contemporary art and became one of the most iconic cultural spaces in the nation.

By opening additional museums in Gwacheon in 1986, Deoksugung in 1998, Seoul in 2013, and Cheongju in 2018, MMCA has four major establishments that are unique and organically affiliated.

For instance, MMCA Deoksugung places priority on early modern Korean art, expanding its coverage to calligraphy and literature, and MMCA Seoul represents Korea's modern art and features an integration of contemporary art. Looking back on the past fifty years, the MMCA will gather insight from the art world and soar to new heights in the next fifty to come.

On the expert level, MMCA will continue to nurture artistic discourse, while offering interesting and significant exhibitions as well as creative learning opportunities in art history for the general public.

Program at a Glance				
	December 14 (Wed.)	December 15 (Thu.)	December 16 (Fri.)	December 17 (Sat.)
08:30-09:00			[Breakfast & Registration] Garam Hall, R BF4(Theatre)	[Breakfast & Membership Meeting] R533-R535
09:00-09:30			[Welcome] Plenary Session Garam Hall, R BF4(Theatre)	
09:30-09:45				
09:45-10:00	[STP&A Cultural Tour] L7 Hotel - Seoul Artist Governance Platform			[R526] DEI in Arts Contexts
10:00-10:15	- SFAC theater OJAD - Daehakro - Seoul Citizen Hall - Seoul		[Networking & Refreshment Break] Garam Hall, R BF4(Theatre)	[R527] Cultural Transforma-tions
10:15-10:30	Artists' Platform_ New&Young(SAPY)		[Plenary Panel Discussion] Garam Hall, R BF4(Theatre)	[R528] Emerging Trends and Research in Developing the Oxford Handbook on Arts & Cultural Management
10:30-10:45				[R529] Arts Workforce Development
10:45-11:00				
11:00-11:15				
11:15-11:30			[Networking & Refreshment Break] Garam Hall, R BF4(Theatre)	[Networking & Refreshment Break] R533-R535
11:30-11:45			[R526] Labor and Employment Issues in the Arts	[R526] Issues in Arts Participation
11:45-12:00			[R527] Creative Entrepreneu- rship	[R527] Cultural Governance in South Korea
12:00-12:15			[R528] Perceptions of Artists	[R529] Arts Governance
12:15-12:30			[R529] Inequities and Diversity Issues in the Arts	
12:30-12:45				
12:45-13:00			[Lunch] R533-R535	[Lunch] R533-R535
13:00-13:15				

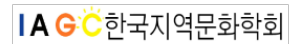
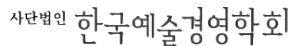


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Team Members:  
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Minjin Song  
Searom Lee  
Ranglingfan Yang

### [PR & Archive Team]

Team Leader: Hyunju Lee  
Team Members:  
Jiwon Yoo  
Seoyoon Jung  
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Huisun Yoon

### [Special Events Team]

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Team Members:  
Taeyun Namgung  
Rebell Agnieszka Ewa  
Yu-hsu Lin  
Pontreue Nina Marguerite Lucie  
Jiemei Yan  
Yueyue Guo

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Team Members:  
Jun-kyu Song  
Jae-Eun Jang

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